

Serial No.: 09/690,199
Response to Office Action of 06/07/2004

Docket No. 28150.7
Customer No. 000027683

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method performed by a computer system, comprising:
storing a digital version of a mass-produced printed paper, wherein the digital version is displayable on a display device as a likeness of the paper; and
forming a hyperlink reference within the digital version, wherein the hyperlink reference is ~~a hyperlink~~ associated with an operation of the computing device and ~~with at least a portion of the likeness of the paper, such that when version, wherein the digital version is displayed~~ displayable on ~~the~~ a display device as ~~the~~ a likeness of the paper, ~~and wherein the hyperlink reference's associated portion of the displayed likeness is selectable by a user to cause the computer system's performance of the hyperlink reference's associated operation.~~
2. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the hyperlink reference within the digital version, wherein the hyperlink reference's associated portion of the displayed likeness ~~is displayable on the display device~~ as a likeness of an advertisement within the paper.
3. (Currently amended) The method of Claim 2 wherein the forming comprises:
forming the hyperlink reference within the digital version, wherein the hyperlink reference specifies a website associated with the advertisement.
4. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the hyperlink reference within the digital version, wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

Serial No.: 09/690,199
Response to Office Action of 06/07/2004

Docket No. 28150.7
Customer No. 000027683

5. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the hyperlink reference within the digital version, wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.
6. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the hyperlink reference within the digital version, wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.
7. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the hyperlink reference within the digital version, wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.
8. (Currently amended) A system, comprising:
a computing device for:
storing a digital version of a mass-produced printed paper, wherein the digital version is displayable on a display device as a likeness of the paper; and
forming a hyperlink reference within the digital version, wherein the hyperlink reference is ~~a hyperlink~~ associated with an operation of the computing device and with at least a portion of the likeness of the paper, such that when version, wherein the digital version is displayed displayable on the a display device as the a likeness of the paper, and wherein the hyperlink reference's associated portion of the displayed likeness is selectable by a user to cause the computing device's performance of the hyperlink reference's associated operation.
9. (Currently amended) The system of Claim 8 wherein the hyperlink reference's associated portion of the displayed likeness is ~~displayable on the display device as~~ a likeness of an advertisement within the paper.

Serial No.: 09/690,199
Response to Office Action of 06/07/2004

Docket No. 28150.7
Customer No. 000027683

10. (Currently amended) The system of Claim 9 wherein the hyperlink reference specifies a website associated with the advertisement.
11. (Currently amended) The system of Claim 8 wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.
12. (Currently amended) The system of Claim 8 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.
13. (Currently amended) The system of Claim 8 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.
14. (Currently amended) The system of Claim 8 wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.
15. (Currently amended) A computer program product, comprising:
a computer program processable by a computer system for causing the computer system to:
store a digital version of a mass-produced printed paper, wherein the digital version is displayable on a display device as a likeness of the paper; and
form a hyperlink reference within the digital version, wherein the hyperlink reference is a hyperlink associated with an operation of the computer system and with at least a portion of the likeness of the paper, such that when version, wherein the digital version is displayed-displayable on the-a display device as the-a likeness of the paper, and wherein the hyperlink reference's associated portion of the displayed likeness is selectable by a user to cause the computer system's performance of the hyperlink reference's associated operation; and
an apparatus from which the computer program is accessible by the computer system.

Serial No.: 09/690,199
Response to Office Action of 06/07/2004

Docket No. 28150.7
Customer No. 000027683

16. (Currently amended) The computer program product of Claim 15 wherein the hyperlink reference's associated portion of the displayed likeness ~~is displayable on the display device as~~ a likeness of an advertisement within the paper.

17. (Currently amended) The computer program product of Claim 16 wherein the hyperlink reference specifies a website associated with the advertisement.

18. (Currently amended) The computer program product of Claim 15 wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

19. (Currently amended) The computer program product of Claim 15 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.

20. (Currently amended) The computer program product of Claim 15 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

21. (Currently amended) The computer program product of Claim 15 wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.